



**SWORDS**  
PAVILIONS

# **NORTH DUBLIN'S PREMIER SHOPPING DESTINATION**



# DUBLIN



# A YOUNG & COSMOPOLITAN CITY



# AT THE HEART OF NORTH DUBLIN

## WELCOME TO SWORDS PAVILIONS

**SWORDS PAVILIONS IS THE PRIME RETAIL CENTRE SERVING DUBLIN'S NORTHERN SUBURBS, SITUATED ADJACENT TO THE M1 MOTORWAY. THE CENTRE LINKS WITH A SIGNIFICANT HIGH STREET IN ONE OF THE FASTEST GROWING COUNTIES IN IRELAND. COMPLETED IN 2001, THE CENTRE WAS SUBSEQUENTLY EXTENDED IN 2006 TO PROVIDE APPROXIMATELY 47,380 SQ M (510,000 SQ FT) OF RETAIL AND LEISURE SPACE.**

**IT IS ANCHORED BY DUNNES STORES, SUPERVALU AND PENNEYS, ALONGSIDE 97 RETAIL SHOPS AND RESTAURANTS, AN 11-SCREEN CINEMA AND 2,000 SPACE CAR PARK.**







SWORDS PAVILIONS, NORTH DUBLIN

**1.5**  
**MILLION**

**DUBLIN CITY & COUNTY  
POPULATION**

**2.0**  
**MILLION**

**POPULATION OF THE  
GREATER DUBLIN AREA**

**DID YOU KNOW**

**63%**

**OF THE CATCHMENT  
IS UNDER THE AGE OF 44**

**SOURCE: CSO**





# 100

SHOPS AND  
RESTAURANTS

# 11

SCREEN  
CINEMA

# 2000

CAR PARKING SPACES



# 10.5

MILLION

ANNUAL VISITOR FOOTFALL

**VISITOR FOOTFALL BY ACORN  
CATEGORY (TOTAL CATCHMENT)**

**18% ESTABLISH AFFLUENCE**

**29% THRIVING NEIGHBOURHOODS**

**34% STEADFAST COMMUNITIES**

**14% STRETCHED SOCIETIES**

**5% LOW INCOME LIVING**

SOURCE: CACI 2024 CONSUMER RESEARCH





80,000

**SOCIAL MEDIA FOLLOWERS**



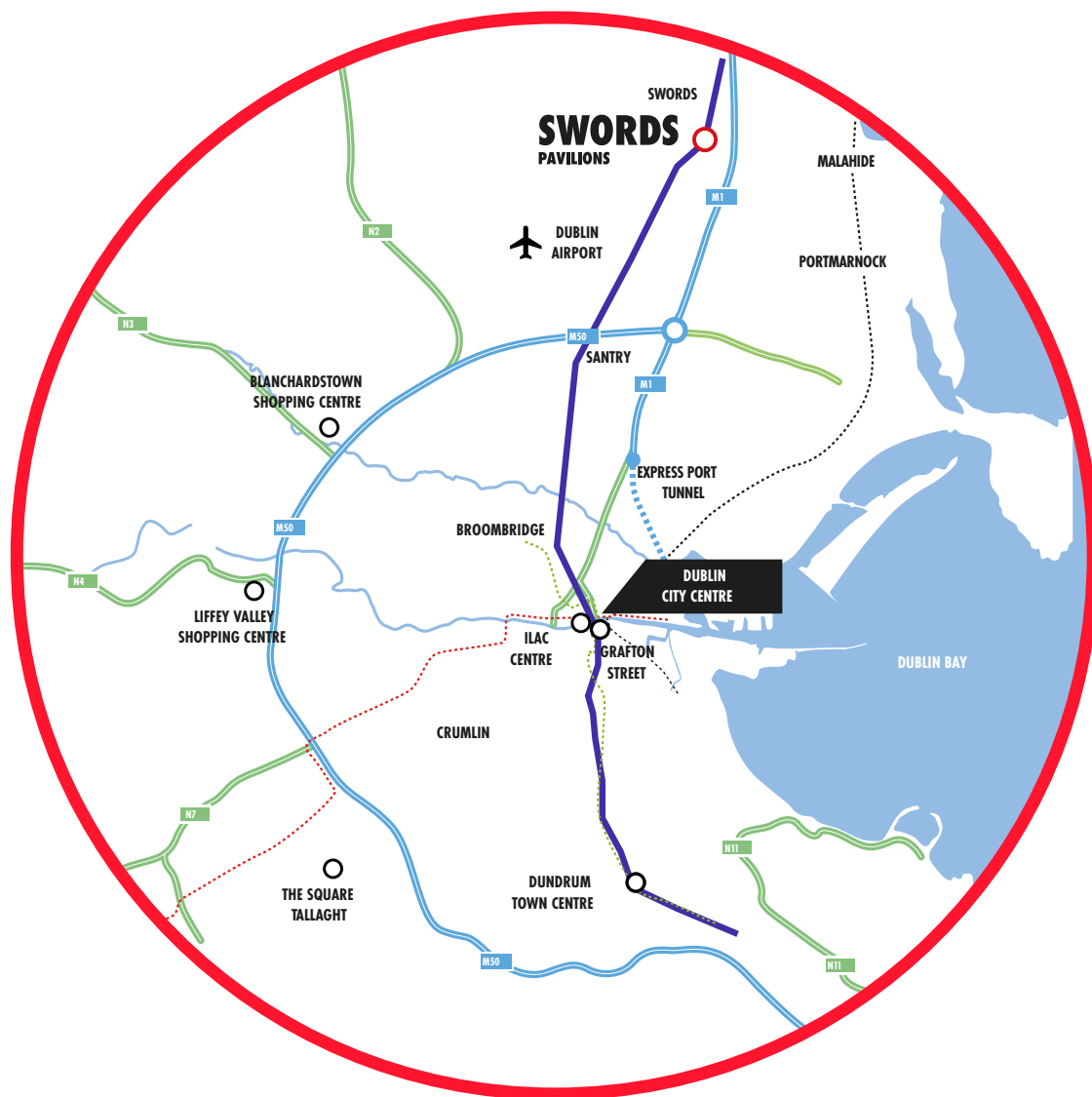
47,380

**SQ M OF RETAIL AND LEISURE SPACE**

## SWORDS PAVILIONS, NORTH DUBLIN

### KEY

- SWORDS PAVILIONS
- LUAS GREEN LINE      --- DART LINE
- LUAS RED LINE      --- PROPOSED METRO LINE



**640,000**

**12.4% OF IRELAND'S POPULATION  
LIVE IN CATCHMENT**

**3<sup>RD</sup>**

**LARGEST POPULATION IN  
COUNTRY LIVE IN CATCHMENT**

**34**

**CATCHMENT AVERAGE AGE –  
YOUNGEST CATCHMENT IN IRELAND**

SOURCE: CSO



# CATCHMENT PROFILE

**58%**  
**PRIMARY**

**14%**  
**QUATERNARY**

**9%**  
**SECONDARY**

**8%**  
**BEYOND**

**18%**  
**TERTIARY**

**SOURCE:** CACI 2024 CONSUMER RESEARCH

80

AVERAGE VISITS  
PER YEAR

98

MINS  
AVERAGE  
DWELL TIME

81%

OF VISITORS ARE FROM  
TOP THREE ACORN  
CATEGORIES

(ESTABLISH AFFLUENCE,  
THRIVING NEIGHBOURHOODS,  
STEADFAST COMMUNITIES)

SOURCE: CACI 2024 CONSUMER RESEARCH

# SHOPPER PROFILE

55%

OF SHOPPERS ARE IN  
THE HIGH SPENDING  
16-44 AGE BRACKET

€139

AVERAGE TOTAL SPEND  
PER VISITOR

89%

AVERAGE RETAIL  
CONVERSION RATE

SOURCE: CACI 2024 CONSUMER RESEARCH



**27%**  
MALE SHOPPERS

**73%**  
FEMALE SHOPPERS

SOURCE: CACI 2024 CONSUMER RESEARCH



## SHOPPER AGE DEMOGRAPHIC

**13%** 18-24

**20%** 25-34

**22%** 35-44

**19%** 45-54

**13%** 55-64

**13%** 65+

SOURCE: CACI 2024 CONSUMER RESEARCH



# RETAIL & FASHION

next *H&M*

PENNEYS

RIVER ISLAND



schuh



TOMMY  HILFIGER

## NEW OPENINGS



*Lovisa*

sky



## ANCHORS

DUNNES  
STORES

SuperValu

T.K. maxx®

Z A R A

movies  
  
SWORDS



# RESTAURANTS & LEISURE



**FIVE GUYS**

**bb's**  
coffee • muffins



**STARBUCKS**



**Nando's**

**COSTA**

**zaytoon**

*Butlers*  
CHOCOLATE MASTERS SINCE 1932

**noah & co.**

## LATEST OPENINGS



**ZERO  
LATENCY**  
(opened Spring 2024)



# RESTAURANT QUARTER

**OUR RESTAURANT QUARTER,  
ON THE UPPER LEVEL NEXT TO  
MOVIES@SWORDS, INCLUDES  
MILANO, FIVE GUYS AND ROOSTERS  
PERI PERI WHICH ALL MAKE UP  
OUR 23 RESTAURANTS AND CAFES  
ACROSS THE CENTRE.**



**39**  
**MINS**

**AVERAGE F&B  
DWELL TIME**

**€19**

**AVERAGE F&B  
SPEND**

**42** %

**AVERAGE F&B  
CONVERSION RATE**

SOURCE: CACI 2024 CONSUMER RESEARCH









05/2025

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Key

Let	Under Offer	
Available To Let	In Solicitor's Hands	





05/2025

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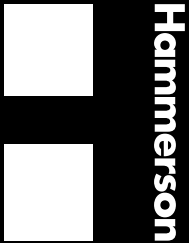


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**Key**

Let	<span style="background-color: #008080; width: 20px; height: 10px;"></span> Under Offer	<span style="background-color: #4169E1; width: 20px; height: 10px;"></span>
Available To Let	<span style="background-color: #FF4500; width: 20px; height: 10px;"></span> In Solicitor's Hands	<span style="background-color: #333333; width: 20px; height: 10px;"></span>



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